IDEATION PHASE
BRAINSTORM AND IDEA PRIORITIZATION

Date	10 November 2022
Team ID	PNT2022TMID32337
Project Name	AI Based Discourse for Banking Industry
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕐 **10 minutes** to prepare
- ⏳ **1 hour** to collaborate
- 👤 **2-8 people** recommended

➡️

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕐 10 minutes

A **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕐 5 minutes

PROBLEM

The aim of the project is to build a chatbot using IBM Watson's assistant. This chatbot should be able to answer any general banking queries on account creation, loan, net banking, other services etc., The chatbot should provide 24/7 customer support with all the necessary data for solving their queries which reduces their time on moving to banks directly.

Key rules of brainstorming
To run a smooth and productive session

- 😊 Stay in topic.
- 😊 Defer judgment.
- 📱 Go for volume.
- 💡 Encourage wild ideas.
- 👂 Listen to others.
- 👁 If possible, be visual.

Step-2: Brainstorm

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕐 **10 minutes**

Step-3: Idea Priori

Rajkumar J

It is multilingual	It maintains a user friendly interface
It provides reliable service on answering on net banking queries	It has an assured security and provides personalised service

Praveen S

It provides instant solution for general banking queries	It is available 24/7
It maintains a confidential conversation with customers	It saves users time and cost

Kishore

It supports voice assistance feature	It is interoperable
It is used to retrieve customers old transaction histroy quickly	It works in a very fast and intelligent manner

Parasuraman Viswanathan

It is trustworthy	It provides efficient and covenient customer support
It facitilates constant guidance to customers on creating bank accounts	It provides quick responses for loan related quries

Step-3: Group Ideas

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ **20 minutes**

Using Artificial Intelligence

It maintains a user friendly interface	It is trustworthy	It maintains a confidential conversation with customers	It facitlates constant guidance to customers on creating bank accounts

TIP 💡

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Using Natural Language Processing

It has an assured security and provides personalised service	It supports voice assistance feature	It is multilingual	It provides instant solution for general banking queries

Using Cloud Technology

It saves users time and cost	It is interoperable	It is available 24/7	It is used to retrieve customers old transaction histroy quickly

Using Neural Network

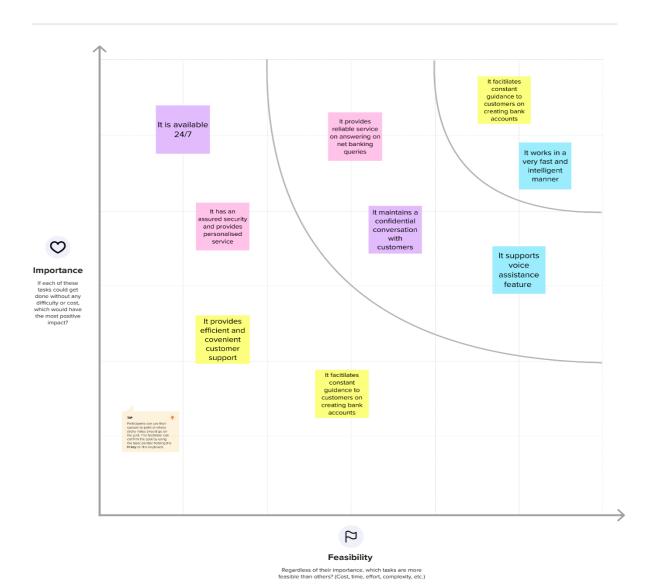|			
It provides quick responses for loan related quries	It provides reliable service on answering on net banking queries	It provides efficient and covenient customer support	It works in a very fast and intelligent manner

Step-4: Idea Prioritization

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 20 minutes

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

It is available 24/7

It provides reliable service on answering on net banking queries

It facitilates constant guidance to customers on creating bank accounts

It works in a very fast and intelligent manner

It has an assured security and provides personalised service

It maintains a confidential conversation with customers

It supports voice assistance feature

It provides efficient and covenient customer support

It facitilates constant guidance to customers on creating bank accounts

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

The Brainstorming and Idea Prioritization:
https://app.mural.co/invitation/mural/aibaseddiscourseforbankingin9468/1665248889008?sender=u829c9b26bf051cc02e3a5968&key=83d21621-c5da-4daa-8eb1-04fdac75bee0